

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

No. 1070

Washington, D. C.

January 12, 1946

## N. C. A. Needs Information for Hotel Room Directory

It will be necessary to close the forms for the proposed Convention Hotel Room Directory on January 15. Unless the Association has received instructions as to the listing of personnel in attendance at Atlantic City by that date, the Directory listing will have to be confined to firm name and room number only. Those desiring to have the names of individuals listed in the Directory should forward this information promptly. Wire if necessary, but in any case please have the desired personnel information at Association headquarters by January 15. These instructions are spelled out in the letter that accompanied the room assignment.

Further delay in the issuance of the Tin Conservation Order M-81 was encountered this week because CPA officials were busy trying to check last minute information on tin stocks and prospective supplies before releasing the order.

Preliminary reports from 20 States indicate that growers and cannerys generally are willing to accept the suggested 1946 goals for vegetables for processing. Chief criticism of the Government's program was that the announcement of the support or grower prices or ceiling prices have not been announced. (See page 14.)

In addition to the detailed program for the Convention shown on this page, the Association is preparing a program for a meeting of seafood cannerys to be held Tuesday afternoon, February 4. Exact time and place along with full program particulars will be published in next week's LETTER.

The room scarcity for the convention remains critical and it would be extremely helpful if any who find they are obliged to cancel their reservations apprise the Association as quickly as possible, so as to permit the reassignment of rooms thus released to persons who have been obliged to accept unsatisfactory room assignments.

## Halifax and Anderson Feature N. C. A. Convention Program

Incompleted items on the program for the 39th Annual Convention of the National Canners Association at Atlantic City, February 4 to 7, were filled in this week. Chief among these is the acceptance by Lord Halifax, British Ambassador to the United States, of the Association's invitation to address the Monday afternoon general session. The subject of his address will be announced later.

As stated in last week's INFORMATION LETTER, Secretary of Agriculture Clinton W. Anderson will address the Tuesday afternoon session, and the subject of his speech also will be announced shortly. At the same session, Geoffrey Baker, Deputy Administrator for Price, Office of Price Administration, will deliver an address. Following the speeches by Messrs. Anderson and Baker there will be a discussion of the Government's 1946 programs for canned foods. In these discussions, the USDA group will be headed by E. A. Meyer, Director of the Fruit and Vegetable Branch, Production and Marketing Administration, and the OPA group by E. F. Phelps, Jr., Price Executive, Wholesale-Retail, and Fruit and Vegetable Branches.

It is planned that both USDA and OPA will maintain offices at the Ambassador Hotel throughout the Convention, in which their representatives may be consulted by individual cannerys. Program details follow:

### MONDAY MORNING, FEBRUARY 4, 1946

Opening Session—10:30 a. m.

Westminster Hall, Hotel Chelsea

Greetings: Fred A. Stare, President, National Canners Association  
Election of Officers

Address: Dean W. I. Myers, Cornell University

Address: "The Industry Sanitation Program"—N. H. Sanborn,  
N. C. A. Research Laboratory

### MONDAY AFTERNOON, FEBRUARY 4, 1946

Second General Session—2:00 p. m.

Westminster Hall, Hotel Chelsea

Address: The Rt. Hon. The Earl of Halifax, British Ambassador  
to the United States

Address: "The Food Industry Supports Nutrition Research"—Dr.  
C. Glenn King, Scientific Director, Nutrition Foundation

**TUESDAY MORNING, FEBRUARY 5, 1946****Third General Session—10:00 a. m.****Westminster Hall, Hotel Chelsea**

Address: The Honorable Clinton W. Anderson, Secretary of Agriculture

Address: "OPA Pricing Policies for 1946"—Geoffrey Baker, Deputy Administrator for Price, Office of Price Administration

Discussion: "USDA's 1946 Program for Processed Fruits and Vegetables"—E. A. Meyer, Director, Fruit and Vegetable Branch, Production and Marketing Administration; OPA—E. F. Phelps, Jr., Price Executive, Wholesale-Retail, and Fruit and Vegetable Branches

**TUESDAY AFTERNOON, FEBRUARY 5, 1946**

Raw Products Conference—2:00 p.m., Room 125, The Ambassador

Technological Conference—2:00 p.m., Room 117-118, The Ambassador

National Kraut Packers Association Meeting—1:30 p.m., Old English Room, The Ritz-Carlton

Corn Cannery Service Bureau—2:00 p.m., Como Hall, Hotel Chelsea

**WEDNESDAY MORNING, FEBRUARY 6, 1946****Closing General Session—10:00 a. m.****Westminster Hall, Hotel Chelsea**

Reports of Committees

Installation of Officers

**WEDNESDAY AFTERNOON, FEBRUARY 6, 1946**

Raw Products Conference—2:00 p.m., Room 125, The Ambassador

Technological Conference—2:00 p.m., Room 117-118, The Ambassador

**THURSDAY, FEBRUARY 7, 1946**

Waste Disposal and Sanitation Conference—2:00 p.m., Surf Room, The Ambassador

Raw Products Conference—2:00 p.m., Room 125, The Ambassador

**OTHER N. C. A. GROUP MEETINGS**

Friday, February 1—Technical Advisory Committee to Labeling Committee, 2 p. m., Room 116, The Ambassador; Executive Committee of Scientific Research Committee, 12 noon, Crystal Room A, Hotel Chelsea.

Saturday, February 2—Administrative Council, 2 p. m., The Ambassador; Legislative Committee, 9:30 a. m., Surf Room, The Ambassador; Home Economics Committee, 9:30 a. m., Room 116, The Ambassador; Labeling Committee, 10 a. m., Room 104-105, The Ambassador; Raw Products Committee, 10 a. m., Music Room, The Ambassador.

Sunday, February 3—Board of Directors, 10 a. m. and 2 p. m., Parlor C, Hotel Chelsea (Luncheon between sessions, Como Hall); State Secretaries Dinner, 6:30 p. m., Parlor 1, The Ritz-Carlton.

Monday, February 4—Nominating Committee, 9 a. m., Red Room, Hotel Chelsea.

**1945 Production and Stocks of Dry Beans and Dry Peas**

About 47 percent of the 1945 dry bean crop of 13,578,000 bags (100 lbs., uncleaned) was of five common white kinds—primarily pea and medium whites, and great northern, the U. S. Bureau of Agricultural Economics reported this week. Production of pea and medium whites, the leading kind this year, is 3,220,000 bags, or about one-fourth less than last year. The great northern crop of 2,661,000 bags ranks second among all kinds and is only 3 percent below 1944 production.

Production of pintos, the leading colored kind, is 2,475,000 bags, or about 29 percent below last year. This year's production of red kidney, pink, small red and cranberry beans is 1,227,000 bags, or 8 percent above 1944 production. The lima bean crop—standard and baby limas—is 2,062,000 bags, compared with 2,203,000 bags last year.

On December 1, 1945, about 1,234,000 bags of dry beans (uncleaned) were still on farms, compared with 1,623,000 bags a year earlier. About 57 percent of these were pea and medium whites on farms in Michigan. Most of the pintos on farms on December 1 were in Colorado, and a majority of the red kidneys on farms were in New York. On the same date 5,241,000 bags (equivalent cleaned) were stored in the usual commercial bean storage places and in storage places of the Production and Marketing Administration in and near producing areas. A year ago 7,862,000 bags were in commercial storage places.

The 1945 dry pea crop, exclusive of cowpeas and Austrian winter peas, was 5,594,000 bags (of 100 lbs., uncleaned), of which 3,687,000 bags were smooth green kinds and 788,000 bags were smooth white kinds. The 1945 crop of these kinds was sharply below the 1944 crop.

December 1, 1945, farm stocks of dry peas totaled 519,000 bags, or about 22 percent below those of a year earlier. Stocks in commercial storage places in and near producing areas on December 1 this year were 3,357,000 bags (cleaned), or about half those a year ago.

**Robert Friend Dies**

Word reached the Association just as the INFORMATION LETTER went to press that Robert Friend, vice-president of Friend Brothers, Melrose, Mass., died on January 9. Funeral services were to be held at Melrose, Saturday afternoon, the Association was informed by Mr. Friend's son, Robert A. Friend.

## 15 Nations Invited to Confer on Trade Barrier Reductions

The Department of State has sent invitations to the following countries to participate in negotiations sometime next spring for the reduction of trade barriers: Belgium, Luxembourg, Australia, Brazil, Canada, China, Cuba, Czechoslovakia, France, Holland, India, New Zealand, South Africa, Union of Socialist Soviet Republics, and United Kingdom. This preliminary meeting would be held prior to the general International Conference on Trade and Employment which it is hoped may be convened for next summer, the Department stated.

This preliminary meeting, if it occurs, will have two purposes: (1) To prepare projects for consideration by the general conference, (2) to negotiate agreements among the participating countries for the reduction of governmental barriers to trade. The latter agreements, so far as the United States is concerned, would be negotiated under the Reciprocal Trade Agreements Act.

Since the invitations have just been sent, there has not yet been time for any of the countries concerned to reply to them. It is not possible now to say what countries will participate or when or where the meeting or meetings will occur.

If and when the other countries concerned indicate their readiness to participate in negotiating with the United States for the reduction of trade barriers, the usual formal notice of intention to negotiate trade agreements will be published, and hearings will be called before the Committee for Reciprocity Information for the presentation of the views of all interested persons both as to concessions which may be sought from the United States and as to those to be asked from the other countries concerned.

## Turkish Import Regulation

In order to avoid the unnecessary tying up of credits abroad for goods not readily available for shipment, the Turkish Government has ordered Turkish importers to present evidence showing that the goods are ready for shipment before a letter of credit will be issued, according to the Department of Commerce. Heretofore, in the case of imports from the United States, it has been the practice for Turkish authorities to require that an American export license covering any goods in question be obtained before authorizing establishment of a letter of credit, it was said.

## RESUMPTION OF LICENSING OF COMMERCIAL EXPORTS FOR ADDITIONAL AREAS APPROVED BY COMMERCE DEPARTMENT

Effective immediately, the Office of International Trade, Department of Commerce, announces that it will accept for consideration applications to export commodities to all areas (except Germany and Japan) with which private trade was suspended during the war.

Exporters are cautioned that this announcement does not necessarily mean the immediate resumption of private trade to all these areas. However, with this announcement, the regulations of the Office of International Trade have been relaxed to permit the resumption of full commercial trade with all areas, except Germany and Japan, as promptly as other circumstances will permit.

At the present time trade with some areas will necessarily be restricted, since the governments of certain of the countries have not as yet established adequate procedures for the clearance of all types of import transactions. In other areas it will be restricted because of the quantitative limitations of certain commodities available for export; the necessity of obtaining whatever clearance is required by the appropriate military authorities; the lack of adequate transportation facilities; import restrictions which may be imposed by the governments of the respective countries or by the military authorities, and other considerations.

In considering export license applications covering shipments to these additional areas, it is assumed that prior to submission the exporter will have met all conditions imposed upon the import of commodities by the country of destination or the military authorities.

On shipments going to the following 17 areas, exporters are reminded that applications will be returned without action unless answer is made to question 5 (Import Permit Number) of form FEA 419 by filling in the number of an import permit or its equivalent; by indicating the possession of government purchase orders or approval of the transaction by the respective governments (or military authorities, where appropriate); or, in the absence of any such document, by writing in the word "None." They are reminded that shipments which are not covered by import documents, when required, may be subject to confiscation upon arrival in the country of destination. These areas are: Albania, Belgium, British Malaya, Burma, Czechoslovakia, French Indo-China, Hong Kong and Kowloon (Br.), Kwangchowan

(French), Luxembourg, Macao (Port.), Monaco, The Netherlands, Netherlands East Indies, Poland, San Marino, Siam (Thailand), and Vatican State.

Commodities appearing on the "Positive List" (see Comprehensive Export Schedule No. 19 and amendments thereto) will require an individual license to export to Austria, Korea, Marcus Islands, Marianas Islands, and Marshall Islands, where the value of the commodity involved is in excess of the general license GLV value limitations in effect for these countries. Such applications can be approved only in quantities commensurate with the available supply. All commodities which are not on the "Positive List" may be exported under general license without value limitations to any of the destinations included in the above countries.

## Business Firms Urged Not to Write to Far East Consulates

American firms can obtain information on commercial conditions in the Far East more speedily by addressing inquiries to the nearest Department of Commerce field office or to the Bureau of Foreign and Domestic Commerce in Washington rather than to consulates in the Far East, the Department of Commerce advised this week.

Consulates in the Far East, reopened since the end of the war and still understaffed, are not yet able to handle a large volume of commercial inquiries. In general, information desired by American firms is available in the United States in readily usable form, the Department pointed out.

Cooperation of businessmen in seeking information in the United States instead of from Far Eastern consulates will permit the consulates to give more effective service in preparing data of wider interest, such as summaries of economic conditions and legislation in Far Eastern countries, trade lists and world trade directory reports, and in taking care of the few pressing individual inquiries that cannot be answered in the United States.

At present the consulates are hard pressed performing duties connected with American properties, former internees, and problems arising from unsettled economic conditions. In many areas foreign service offices are operating under difficult conditions resulting from recently terminated hostilities, it was said.



### Pickle Cucumber Prices Raised

Maximum prices for salted or brined cucumbers, generally used in producing pickles, have been increased by 22 cents a bushel, the Office of Price Administration has announced. At the same time OPA announced an increase of 3.8 percent in final processors maximum prices.

The price increases allowed by this action, (Amendment 4 to Maximum Price Regulation 488), effective December 20, 1945, equal the difference between the 1943 season average price of 94 cents per bushel and the 1945 season average price of \$1.16 per bushel as published by the Department of Agriculture. The 1945 average price was 22 cents a bushel higher than the 1943 average. This amount is greater than the increase of eight cents a bushel that has taken place in the parity price since the regulation was issued.

Retail prices for sweet, sour and dill pickles will be increased by about  $\frac{1}{2}$  to  $1\frac{1}{2}$  cents per quart jar by this action, OPA said.

### Baker Assistant to Meyer

M. W. Baker has been named assistant director of the Fruit and Vegetable Branch, U. S. Department of Agriculture, in charge of fresh and processed inspection work, market news, and regulatory activities of the branch. Mr. Baker comes to Washington from Chicago where he has been regional supervisor of the Market Programs Division for the Midwest. Prior to his work in Chicago, Mr. Baker was for 16 years federal supervisor of the Federal-Ohio State Cooperative Marketing Agreement.

### New York State Cannery Elect

Officers of the Association of New York State Cannery, Inc., elected at the recent annual meeting at Buffalo are as follows: President—Herbert E. Apple, Jr., Birds Eye-Snyder Division of General Foods Corp., Rochester; vice president, E. E. Burns, Alton Canning Co., Alton; and H. J. Torrey, Comstock Canning Co., Newark.

### Ohio Officers for 1946

New officers of the Ohio Cannery Association, elected at the recent annual meeting in Columbus are: President, Newman C. Buckles, Quality Foods, Bradford; vice president, Luke F. Beckman, Minster Canning Co., Minster; secretary-treasurer, Roy Irons, Clyde (re-elected).

### Forthcoming Meetings

January 16-17—Cedar Rapids Chamber of Commerce European Corn Borer Conference, Chamber of Commerce, Cedar Rapids, Iowa.

January 29-31—Fieldman's Refresher Course, Nittany Lion Hotel, State College, Pa.

February 3—Old Guard Dinner, Claridge Hotel, Atlantic City, N. J.

February 3—National Preservers Association, Board of Directors, Breakers Hotel, Atlantic City, N. J.

February 3—National Preservers Association, Annual Meeting, Breakers Hotel, Atlantic City, N. J.

February 3-7—National Cannery Association, Annual Convention, Ambassador Hotel, Atlantic City, N. J.

February 3-8—National Food Brokers Association, Annual Convention, Dennis Hotel, Atlantic City, N. J.

February 3-8—Canning Machinery & Supplies Association, Annual Convention, Claridge Hotel, Atlantic City, N. J.

February 3-8—National American Wholesale Grocers Association, Annual Convention, Marlboro-Blenheim Hotel, Atlantic City, N. J.

February 4—Young Guard Society, Banquet, Chelsea Hotel, Atlantic City, N. J.

February 5—National Dehydrators Association, Annual Meeting, The Breakers, Atlantic City, N. J.

February 6—National Association of Frozen Food Packers, Annual Meeting, Ritz-Carlton Hotel, Atlantic City, N. J.

February 6—National Pickle Packers Association, Annual Meeting, The Breakers, Atlantic City, N. J.

February 18-19—Iowa-Nebraska Raw Products Conference, Iowa State College, Ames, Iowa.

February 19-21—Technical School for Pickle and Kraut Packers, Michigan State College, East Lansing.

February 21-22—Ozark Cannery Association, Colonial Hotel, Springfield, Mo.

February 23-24—Utah Cannery Association, 34th Annual Meeting, Hotel Utah, Salt Lake City.

February 25-26—Tennessee-Kentucky Cannery Association, Annual Meeting, Andrew Jackson Hotel, Nashville, Tenn.

February 28-March 1—Virginia Cannery Association, Annual Meeting, Hotel Roanoke, Roanoke.

March 8—Cannery League of California, Annual Meeting, Fairmont Hotel, San Francisco.

### Domestic Commerce Director

Secretary of Commerce Henry A. Wallace this week announced the appointment of Brig. Gen. Albert J. Browning as Director of the Office of Domestic Commerce. In this capacity, Gen. Browning will have responsibility for formulating the program and perfecting the organization by which the Department will discharge its responsibility for the promotion and support of the nation's domestic commerce.

His appointment is in line with Mr. Wallace's recently announced plan to group the operations of the Department under three principal headings—promotion of foreign trade, of domestic trade and of small business.

Gen. Browning, who is on terminal leave from the Army after serving as Assistant Director of Materiel in the Army Service Forces, is accepting the appointment on a temporary basis, in the expectation that he will return to private industry after a few months.

He will have under him the commodities and manufactured products sections of the Bureau of Foreign and Domestic Commerce, together with the sections responsible for wholesale and retail distribution, transportation, building construction, and the service industries.

### Southern California Officers

Officers elected at the recent annual meeting of the Southern California Food Processors Association are as follows: President—George E. Reeves, E. A. Silile Corp., Anaheim; vice president—Jim Rogers, Caltone Corp., Anaheim; secretary—Elmer H. Howlett (reelected), Los Angeles; and treasurer—W. E. Beach (reelected), McKeon Canning Co., Burbank.

### OPA Issues FPR 1 Collation

The Office of Price Administration has issued a collation of Food Products Regulation 1, including Amendments 1 to 3. Amendment 3 revokes Section 3.15 which permitted applications for price increases under Supplementary Order 28 which has been revoked.

### Blended Citrus Juice Grades

An amendment to the United States standards for grades of canned blended grapefruit juice and orange juice, has been issued by the U. S. Department of Agriculture. Copies of the amendment may be obtained from the Fruit and Vegetable Branch, Production and Marketing Administration, Washington 25, D. C.

## Freight Loadings Show Slight Decrease for the Past Year

Loading of revenue freight on the railroads of the United States in 1945 totaled 41,901,051 cars, according to complete reports for the year, the Association of American Railroads announced this week. This was a decrease of 1,507,244 cars or 3.5 percent below 1944.

Loading of revenue freight for the week ended December 29, 1945, totaled 506,151 cars, a decrease below the corresponding week of 1944 of 78,725 cars, or 13.5 percent, and a decrease below the same week in 1943 of 137,293 cars or 21.3 percent. (Both 1945 and 1944 included Christmas holiday and 1943 included New Year.) Loading of revenue freight for the week of December 29, which included Christmas holiday decreased 182,149 cars, or 26.5 percent below the preceding week.

Miscellaneous freight loading totaled 234,600 cars, a decrease of 73,945 cars below the preceding week, and a decrease of 61,253 cars below the corresponding week in 1944.

Loading of merchandise less than carload lot freight totaled 87,663 cars, a decrease of 17,576 cars below the preceding week, but an increase of 4,115 cars above the corresponding week in 1944.

## Canned Milk Statistics

Production of canned evaporated milk in November was substantially below that of a year earlier, according to the latest report of U. S. Department of Agriculture. Estimated at 165 million pounds, the November output was 22 percent less than in November, 1944, and 2 percent less than the 5-year (1939-43) November average. This was the first time this year that current monthly production of this commodity had dropped below the 5-year average for corresponding months. Production for the year through November, however, is still considerably ahead of that of the corresponding period last year. Estimated at 3,613,901,000 pounds, it is 13 percent larger than the January through November output of 1944.

Production of canned condensed milk in November was larger than in November, 1944, and above the 5-year November average. Estimated at 9,300,000 pounds, it was 6 percent larger than the November, 1944, output, and 51 percent larger than the 5-year November average. Cumulative production of canned condensed milk for the first 11 months of 1945 was 135,264,000 pounds, an increase of 4 percent over

that of the corresponding months of 1944.

Manufacturers reported 89,844,000 pounds of canned evaporated milk on hand at the close of November. These stocks were 53 percent smaller than on the same date in 1944, and the smallest November 30 stocks since 1922. Manufacturers' stocks of canned condensed milk totaled 7,261,000 pounds, 2 percent less than on that date a year earlier, but the largest for November 30 since 1941.

## Dr. Cameron to Address Meeting Philadelphia Food Technologists

E. J. Cameron, director of the Association's Washington Research Laboratory, will speak at the meeting of the Philadelphia Section of the Institute of Food Technology at Philadelphia, January 14. Subject of Dr. Cameron's address is "Trends in Postwar Canning Technology."

The membership of the Philadelphia group includes a good cross section of technologists from the entire food processing field.

## Subsidy Refund Rate Reduced

A reduction in the subsidy refund rate of from 8 cents to 6 cents per dozen for No. 2 (307x400) size cans of tomato juice has been announced by the Office of International Trade Relations, U. S. Department of Commerce. (For full information regarding the subsidy refund program see INFORMATION LETTERS for December 1 and December 15, 1945, pages 8863 and 8874, respectively.)

## Farm Employment Is Down

About 1.5 million fewer persons were employed on farms on December 1 than a month earlier, the U. S. Department of Agriculture reported this week. There were 9,245,000 persons engaged in farm work around the first of this month, compared with 9,337,000 a year earlier.

With field work for the year about finished in most areas, farmers and their hired hands were working shorter hours than on September 1. Farm operators averaged 10.6 hours of work per day, while hired workers averaged 9.1 hours on the first of December, compared with September 1 averages of 11.9 for operators and 9.9 for hired hands. December, 1944, averages were 10.8 hours for farm operators and 9.3 for hired workers.

## Processing Crop Prices Will Continue at High Level in 1946

Although the general level of prices which farmers will receive for commercial truck crops produced for processing is expected to average lower in 1946 than in 1945, there is at present a strong demand by processors for acreage for early processing in 1946 and for quantities available out of current fresh market supplies, the U. S. Bureau of Agricultural Economics reported this week. This demand is making itself felt in competition with the fresh market for supplies in some producing areas, and is of considerable assistance in providing an outlet for some crops like cabbage which are in abundant supply.

Preliminary 1946 goals for commercial truck crops produced for processing suggest an aggregate acreage and production only 4 per cent lower than actual acreage and production in 1945. No price support program for truck crops produced for processing has been announced for 1946, BAE said.

Prices of most farm crops are likely to be maintained at their present levels or to advance slightly during the next 3 or 4 months. Prices of livestock products may decline slightly, in accord with their usual seasonal trend, the agency stated.

## New Commerce Official Named

Appointment of Evert Lee Stancilff as Director of the Office of Field Operations was announced this week by Secretary of Commerce Henry A. Wallace. In this capacity, Mr. Stancilff will be responsible for the supervision of the activities formerly carried on by the Field Service of the Bureau of Foreign and Domestic Commerce, the Field Office of the Foreign Economic Administration in New York, and for such field activities of the Smaller War Plants Corporation as are transferred to the Commerce Department.

## Exports Show Decline in 1945

The Bureau of the Census announced this week that the decline in the value of the United States exports during the first half of 1945 to \$5,800,000, 22 percent less than the corresponding period in 1944, reflected largely decreased lend-lease exports to the United Kingdom and Russia. Imports into the United States meanwhile rose slightly in the first half of 1945 to \$2,122,000, a 4 percent gain over the same period in 1944.

## SOME OF THE PRESENT ASPECTS FOR FROZEN FOODS

BY THOMAS S. HUTCHINS

Foodstuffs Unit, Bureau of Foreign and Domestic Commerce

Editor's Note: The following article was excerpted from a comprehensive review on the subject which appeared in a recent issue of *Domestic Commerce*, weekly publication of the U. S. Department of Commerce. The author points out many of the problems and limitations now facing the quick freezing industry, as well as the gains made by the industry.

A rapid growth in packaged frozen foods—both fruits and vegetables—took place during the past decade. Frozen fruit production, which totaled 77 million pounds in 1935, increased to 422 million pounds in 1944. Frozen vegetable production in 1937—first year that data were available—was 73 million pounds, reaching 258 million pounds in 1944.

The tremendous production increases in packaged frozen foods which took place during the war are shown in the accompanying tables. Even greater production would undoubtedly have been achieved were it not for limitations on the manufacture of freezing equipment, frozen food cabinets, and home refrigerators, together with other wartime problems and restrictions.

## Problems in Production

The commercial production of frozen foods is not usually considered small business. The cost of building quite a small commercial freezing plant would probably amount to at least \$10,000, while the outlay on what the industry might call a small plant could be \$50,000.

The food preserving field is a highly technical one, and freezing is still in the experimental stage for many products.

## Basic Processing

To a considerable extent, the commercial preparation of food for processing, whether it is to be canned, frozen, dehydrated, or pickled, involves many of the same methods and utilization of the same equipment for each product. Therefore, it appears that much of the frozen fruit, vegetable, meat, poultry, and fish production may be done by the present food processors. They have the know-how and advantages of being able to utilize present sources of fresh produce, and much of the same equipment and machinery, in addition to housing, labor, and sales outlets, by merely installing freezing facilities.

## Seasonal Problems

Frozen fruit and vegetable production, particularly in the northern and eastern areas of the United States, is often quite seasonal in nature. Many of the plants operate from early summer until the first fall frosts and process but a few products. Larger companies may pack a number of less

seasonal specialty items during the winter and spring months, or freeze meat and poultry in an effort to operate the whole year.

Many processors in the Southwest States have an advantage in that fresh crops of some sort are coming in the year round. On the other hand, western processors do not have as many big market centers as are accessible to eastern packers. Undoubtedly, there will be greater competition for the big eastern markets from the West Coast as transportation problems become less and less troublesome.

## Technical Problems

A very important factor in the expansion of packaged frozen-food lies in the ability of the food chemists to discover the proper techniques required to freeze the multitude of products and varieties, so that upon thawing they more closely retain the identical characteristics before freezing. Often the natural, gradual thawing of some fruits in the big 30-pound and 50-pound containers results in the deterioration of a small portion of the outer content.

It is reported that a new rapid-thawing method eliminates this difficulty. However, this process invented for commercial use is too expensive when applied for small consumption packages. No doubt technicians shortly will have a solution to quick thawing in the home; especially for the larger 5-pound and 10-pound containers, that will not be found to be too expensive.

## Demand for Frozen Foods

Food expenditures in the United States follow very closely the ups and downs in national disposable income. However, compared with other cost-of-living expenditures, they are less affected by sharp changes in income. Consumer demand for packaged frozen foods today is far greater than it is believed the existing production and distribution channels can fulfill during the next few years if national income levels are at anywhere near present estimates. Furthermore, production capacity and distribution facilities (including warehousing, transportation, and cabinets and refrigerators, both retail and home) must expand at relatively even rates before this demand can be satisfied and maintained.

## Limiting Factors

Currently there are various limitations on frozen-food production and distribution. Total production of many agricultural products has not been sufficient to meet, in fresh or processed forms, all our military, civilian and export requirements. Thus the ending of the war during the peak agricultural growing season prohibited further immediate increases in frozen-food production. And meat and poultry packers have not entered the frozen-food industry to the extent that fruit and vegetable processors have.

By the fall of 1946, the production—well under way now—of frozen fruits, vegetables, fish, and many other specialties may have a still greater edge on meat and poultry. The transportation industries believe they can keep up fairly well now that refriger-

Frozen Fruit Packs  
(Thousands of pounds)

Kind	1937	1938	1939	1940	1941	1942	1943	1944
Apples.....	2,302	1,070	2,127	4,008	10,025	15,110	41,440	61,460
Apricots.....	194	193	304	175	653	3,265	19,926	46,986
Berries—Total.....	65,102	74,751	76,990	103,162	122,873	104,791	88,505	97,370
Blackberries.....	n. s. s.	n. s. s.	7,415	9,646	9,631	9,963	10,988	20,218
Blueberries and Huckleberries.....	n. s. s.	n. s. s.	1,106	2,564	2,187	1,716	9,335	6,694
Boyenberries.....	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	2,061	1,609	n. s. s.
Elderberries.....	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	2,818
Gooseberries.....	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	637	1,482	n. s. s.
Loganberries.....	n. s. s.	n. s. s.	1,438	2,467	3,465	2,800	1,280	n. s. s.
Black raspberries.....	n. s. s.	n. s. s.	10,362	16,481	22,254	6,206	7,101	8,818
Red raspberries.....	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	15,486	16,527	13,773
Strawberries.....	n. s. s.	n. s. s.	59,779	62,316	79,537	63,776	37,759	36,532
Youngberries.....	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	2,146	1,249	n. s. s.
Other berries.....	n. s. s.	n. s. s.	5,809	11,688	6,399	.....	1,106	11,515
Cherries.....	33,264	29,017	39,733	39,963	43,741	52,481	26,513	72,694
Figs.....	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	1,381	n. s. s.
Fruit juices.....	691	3,285	1,345	2,297	733	n. s. s.	7,641	6,441
Currants.....	1,403	1,787	1,260	396	2,035	3,543	2,955	5,571
Grapes.....	3,509	7,076	8,787	10,011	16,770	19,616	32,705	18,767
Nectarines.....	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	878	n. s. s.
Peaches.....	964	4,407	6,812	5,377	6,575	14,260	18,016	60,712
Pears.....	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	564	n. s. s.
Prunes and plums.....	380	195	218	216	338	3,019	25,339	27,744
Rhubarb.....	n. s. s.	n. s. s.	n. s. s.	n. s. s.	n. s. s.	834	4,344	5,631
Other fruits and juices.....	3,544	7,403	3,033	4,839	4,060	2,942	54,275	18,419
Total.....	111,443	129,184	140,618	172,444	207,803	221,861	324,382	435,231

N. s. s. Not separately specified. Note: Total production for the years 1935 and 1936 was 77,220,000 and 70,106,000 pounds, respectively. The break-down by item is not available. Source: 1934-42 Western Canner and Packer Yearbook. 1943 and 1944 data revised and analyzed by Foodstuffs Unit, Bureau of Foreign and Domestic Commerce, from Office of Price Administration 1,305 reports, collected and tabulated by the Bureau of the Census, Department of Commerce.



ation equipment and other materials are again becoming available. While cold storage facilities are adequate on a nation-wide basis, some regional expansion undoubtedly will be necessary, particularly in secondary redistribution points fairly near heavy production areas.

### Frozen Food Cabinets

Small frozen-food cabinets for retail stores may prove somewhat of a bottleneck after the next year or two—a drag is bound to occur somewhere along the line during the period of most rapid growth. Many stores will purchase fairly small cabinets at first. The principal reason will be the limited volume and variety of frozen products available for sale in the very near future.

Frozen meat, poultry, and fish in consumer sized packages have not come into prominence as yet, and many store owners will be reluctant to purchase huge cabinets whose capacity will not be fully utilized in the immediate future. The initial cost would be too much for many owners, especially since they must continue to employ butchers and maintain complete counter and storage facilities. Of course, it is not expected that frozen meat, poultry, and fish will ever entirely supplant the fresh products any more than frozen fruits and vegetables are likely to nose out the fresh items in the latter food group.

The sale of many small cabinets in the immediate future will serve as the means for greatly expanding the frozen-food industry during the next 2 or 3 years. But the longer-range effect may be to limit production when food processors are attempting to attain fullest output with respect to both quantity and variety of products, because small cabinet owners may be loath to scrap their equipment in favor of larger units.

### Groceries of Tomorrow

The all-purpose grocery store of tomorrow will consist essentially of three divisions or groups: (1) Canned and bottled merchandise; (2) goods not requiring any special preserving aside from being paper-wrapped or cellophane-wrapped, such as flour, soap, and bread; and (3) products requiring refrigeration. Facilities for the latter group may be one unit having three compartments of different cold controls, or three separate units.

Probably the more perishable fresh fruits and vegetables will be in one refrigerated display section, packaged frozen foods in another, and dairy products and eggs in the last. Some advocate that fresh meat be marketed in retail stores like the packaged frozen-food items. They suggest that the meat be cut daily into convenient weights either by the individual stores or a wholesale meat company in the city, wrapped in waxed paper or cellophane, marked as to weight and value, and placed in refrigerated cabinets for self-service.

### Cabinet Developments

The frozen-food cabinets of tomorrow must be vastly larger in relation to anything that was known before the war. The housewife will demand this as she will have brand preference and a choice of selection with regard to both brand and variety. Brands in frozen foods today number in the hundreds, with products the same.

The cabinets must be of self-service and display types generally. The housewife doesn't like to bend over and paw around for X-brand peas under a stack of several other commodities or brands. Furthermore, by having a large door or top open, such as is now used, much cold air is lost, often with the result that the packages left on top are partially thawed, and

then refrozen at night. Many people are hesitant to buy frozen foods because of the inconvenience involved in such cabinets and because the foods have not been adequately advertised by the store owner.

Many small store owners will be hard pressed at first to buy adequate facilities for such complete lines of frozen foods as will be available. This problem will be particularly difficult.

### Competitive Products

All commercial processing of foods, such as freezing, is done within a few hours from the time that the product has been brought in from the field after reaching the best stage of maturity, so that flavor, color, nutrition, and other characteristics are most beneficial to man's diet and palate. After being immediately preserved, the frozen, canned, dried, or otherwise prepared product retains all the characteristics possessed at the time of processing thus eliminating further loss of vitamins or partial spoilage to which the fresh product is subject during long delay in transit. Furthermore many fresh products have to be shipped before reaching maturity because of their highly perishable nature and are not generally as pleasing to the palate, as if they had been marketed direct from farm to table in the most desirable stage.

However, fresh products are going to give all the other processed forms the greatest competition they ever had before because of air transport and better and faster rail and truck facilities. In spite of this, the seasonal growing pattern, particularly for fruits and vegetables is such that ample supplies for marketing the year around in all areas of the country is dependent on processing. As a result, expansion of frozen foods consumption is expected to be more at the expense of fresh produce than of canned or otherwise preserved items. The canning industry is launching a big drive to maintain high production levels through marketing products uniformly of good quality and at attractive prices the frozen product will find hard to beat.

An entire Nation's food habits cannot be changed overnight in peacetime. It all adds to the fact that the average person can consume but so much food during the year, whether that food be fresh, canned, frozen, dried, or otherwise preserved. They all have their place in the American diet. The optimum per capita food consumption possible under high income levels has not been reached, and total consumption is of course increasing because of population gains. Changes are occurring with education as to the advantages of better diets and with higher incomes to provide them. Frozen-food packers are expected to obtain a full share of this increasing demand.

Frozen Vegetable Packs  
(Thousands of pounds)

Kind	1937	1938	1939	1940	1941	1942	1943	1944
Asparagus.....	6,259	8,030	7,366	5,944	7,510	5,709	10,093	13,236
Beans, green and wax.....	7,304	9,337	6,040	6,041	8,840	13,784	28,161	23,260
Beans, lima.....	17,995	19,650	15,412	16,784	20,470	30,427	24,507	37,051
Beans, prepared dry.....	n. s.	n. s.	n. s.	n. s.	n. s.	n. s.	14,325	2,549
Beets.....	n. s.	n. s.	n. s.	n. s.	n. s.	n. s.	n. s.	68
Broccoli.....	2,094	2,484	2,700	1,859	3,466	3,223	4,973	7,964
Brussels sprouts.....	230	595	668	767	1,868	3,665	3,801	5,059
Carrots.....	332	164	411	1,981	1,051	1,071	2,695	1,848
Cauliflower.....	282	497	730	656	1,515	1,300	3,220	7,205
Cut corn.....	4,067	5,670	3,019	4,538	6,919	10,985	22,234	22,586
Corn-on-cob.....	2,783	2,290	2,589	2,948	2,681	2,299	861	603
Greens (except spinach).....	n. s.	n. s.	n. s.	n. s.	n. s.	n. s.	n. s.	835
Mixed vegetables.....	n. s.	n. s.	n. s.	n. s.	n. s.	n. s.	n. s.	5,887
Peas.....	26,198	34,084	26,594	35,802	44,072	66,204	75,835	83,598
Peas and carrots.....	163	839	509	432	1,143	1,057	n. s.	n. s.
Spinach.....	4,333	3,773	3,753	4,084	4,936	16,875	25,947	34,625
Squash, pumpkin.....	407	715	913	644	1,479	2,512	12,214	10,073
Other vegetables.....	54	1,604	1,882	768	1,231	3,816	18,935	2,110
Total.....	72,510	80,752	72,576	83,248	107,190	162,587	250,581	257,767

N. s. s. Not separately specified. Source: 1934-42 Western Canner and Packer Yearbook. 1943 and 1944 data revised and analyzed by Foodstuffs Unit, Bureau of Foreign and Domestic Commerce, from Office of Price Administration 1,365 reports collected and tabulated by the Bureau of the Census, Department of Commerce.

## CANNERS IN MOST STATES ACCEPT SUGGESTED GOALS

Preliminary reports from 20 States indicate that growers and canners generally are willing to accept the 1946 suggested goals (guides) for vegetables for processing announced last month by the U. S. Department of Agriculture through the State Committees. (See INFORMATION LETTER for December 15, 1945, pages 8876 and 8877.) These production guide statements (goals) were announced on a national basis, and at that time, USDA was unable to include with them an announcement in respect to grower prices for 1946.

It is proposed that further discussion on production will be undertaken with the principal processing States when the 1946 program for vegetables for processing is finally approved.

Canners in some States were reluctant to go along with the production goals suggestions since USDA had made no announcement of a support price or a designated price program for 1946 for vegetables for processing. The following summary highlights the reports from some of the principal processing States reporting:

**Maine**—Because of low yields during past three years, Maine growers feel that unless grower prices are high enough the recommended goals will not be reached this year. A slight reduction in the corn goal acreage was recommended.

**New York**—Accepted recommendations but emphasized that available labor and prices will govern acreage.

**New Jersey**—Recommended that lima bean acreage be increased slightly and that asparagus and tomatoes remain the same.

**Pennsylvania**—Wants Congress to force OPA to raise ceilings on processed fruits and vegetables to a level high enough to take care of the present subsidies. Reported short labor supply might decrease the output of vegetables for canning and canned vegetables.

**Iowa**—Believes plants will operate to capacity but recommended that the Government should let growers know about subsidies and prices before planting time.

**Indiana**—Goals for 1946 probably will not meet last year's production due to short labor supply and raw product prices.

**Wisconsin**—Accepted goal recommendations but recommended that snap bean acreage not be cut for that State.

**Ohio**—Accepted recommendations but asked for increase in ceiling prices on processed corn, peas and tomatoes.

**Michigan**—Probably will not reach goal recommendations due to short labor supply. Accepted goal recommendations but recommended ceiling price increases on processed vegetables.

**California**—Did not take action on goal recommendations because grower price and ceiling price programs have not been announced. Recommended that canners obtain firm and definite contracts before planting time.

Other States agreeing to the goal recommendations were Florida, Georgia, South Carolina, Delaware, Maryland, Virginia, West Virginia, and North Carolina.

## Canned Poultry Statistics

The quantity of poultry canned or used in canning during November totaled 8,972,000 pounds, compared with 15,449,000 pounds during November last year, and 11,400,000 pounds canned during November, 1943. The quantity canned consisted of 8,522,000 pounds of chicken and 450,000 pounds of turkey. For the first 11 months of 1945, the quantity of poultry canned or used in canning totaled 138,627,000 pounds, compared with 118,949,000 pounds canned or used in canning during the same period last year.

	1943	1944	1945
	Pounds	Pounds	Pounds
January...	10,413,000	13,191,000	15,343,000
February..	9,425,000	13,086,000	16,390,000
March.....	10,951,000	13,261,000	18,746,000
April.....	7,730,000	10,564,000	18,302,000
May.....	6,553,000	10,056,000	20,011,000
June.....	3,321,000	11,294,000	14,401,000
July.....	2,093,000	7,839,000	7,764,000
August...	3,320,000	6,701,000	8,034,000
September	3,296,000	6,476,000	4,759,000
October...	7,002,000	10,432,000	5,815,000
November	11,400,000	15,449,000	8,972,000
December..	11,669,000	12,852,000	.....
Total..	89,763,000	131,801,000	138,627,000

## New Association Members

The following firms have been admitted into membership in the Association since November 17, 1945:

Associated Frozen Food Packers, Inc., Albany, Ore.  
 Bean Sprout Growers Association, Duluth, Minn.  
 Blue Ocean Sea Foods, Tacoma, Wash.  
 Bowman Apple Products Co., Mount Jackson, Va.  
 Clyman Canning Co., Clyman, Wis.  
 Denton Canning Co., McAllen, Texas.  
 Fox Valley Canning Co., Hortonville, Wis.  
 A. Giurlani & Bro., San Francisco, Calif.  
 Glenwood Canning Co., Inc., Sidney, Ohio.  
 Lyndan Products Co., Ozone Park, N. Y.  
 Manati Packing Co., Inc., Boston, Mass.  
 Mountain Pass Canning Co., Ltd., Canutillo, Texas.  
 Pendleton Canning & Frozen Foods Co., Pendleton, Ore.  
 Ready Foods Canning Corp., Chicago, Ill.  
 Rogue River Packing Corp., San Francisco, Calif.  
 Steele Canning Co., Springdale, Ark.  
 Terven Products Co., Salinas, Calif.  
 The Tilghman Packing Co., Tilghman, Md.  
 Vernon Canning Co., Los Angeles, Calif.  
 Washington Poultry Products Co., Redmond, Wash.  
 B. H. Wilson Fisheries, Eastport, Me.  
 Winckler & Smith Citrus Products Co., Anaheim, Calif.  
 World's Mushroom Center Specialty Canning Co., Kennett Square, Pa.

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